IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of conducting an auction having at least two bidders, comprising:

receiving bid data from a first bidder;

determining, using a processor, whether a competing bidder meets a condition for receiving the bid data; and

providing the bid data to [[a]] the competing bidder ~~that meets a condition for receiving the bid data~~.

2. (Cancelled)

3. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder has placed at least one bid.

4. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder is a lead bidder.

5. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder is ranked above a predetermined number of other bidders.

6. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder is ranked above a predetermined percentage of other bidders.

7. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder has entered a bid within a predetermined time period.

8. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes:

establishing a best bid placed by the first bidder;

calculating a difference between a best bid placed by the competing bidder and the best bid placed by the first bidder; and

determining whether said calculated difference is less than a predetermined amount.

9. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes:

establishing a best bid placed by all bidders;

calculating a difference between a best bid placed by the competing bidder and the best bid placed by all other bidders; and

determining whether said calculated difference is less than a predetermined percentage.

10. (Currently amended) The method of claim [[2]] 1, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder has placed at least one bid that is better than a predetermined amount.

11. (Previously presented) The method of claim 1, wherein the bid data includes an amount of money for which the first bidder is willing to sell a good.

12. (Previously presented) The method of claim 1, wherein the bid data includes an amount of money for which the first bidder is willing to sell a service.

13. (Previously presented) The method of claim 1, wherein the bid data includes a total value for which the first bidder is willing to sell a good.

14. (Original) The method of claim 13, wherein the total value is represented by a numeric value.

15. (Previously presented) The method of claim 1, wherein the bid data includes a numeric value representative of a total value for which the first bidder is willing to sell a service.

16. (Previously presented) The method of claim 1, wherein the providing bid data includes providing bid data related to all bidders that have submitted at least one bid.

17. (Previously presented) The method of claim 1, wherein the providing bid data includes providing bid data related to less than all bidders that have submitted at least one bid.

18. (Previously presented) The method of claim 1, further comprising:

determining a rank of the competing bidder based on a best numeric value bid by the competing bidder; and

wherein said providing bid data further comprises providing bid data related to a bidder having a rank that is one better than the rank of the competing bidder.

19. (Previously presented) The method of claim 18, further comprising providing said bid data to the competing bidder only after the competing bidder has submitted a valid bid.

20. (Cancelled)

21. (Cancelled)

22. (Cancelled)

23. (Cancelled)

24. (Cancelled)

25. (Cancelled)

26. (Cancelled)

27. (Cancelled)

28. (Previously presented) The method of claim 3, wherein said determining whether the competing bidder meets the condition includes determining whether the competing bidder has placed at least one valid bid.

29. (Previously presented) The method of claim 28, wherein the at least one valid bid is a bid that is better than a bid received from the first bidder.

30. (Previously presented) The method of claim 28, wherein the at least one valid bid is a bid that is better than a best bid received from any bidder.

31. (Previously presented) The method of claim 28, wherein the at least one valid bid is a bid that is better than a predetermined value.

32. (Previously presented) The method of claim 28, wherein the at least one valid bid is a bid that is submitted within a predetermined time period.

33. (Currently amended) A method of conducting an online auction having at least two bidders, comprising:

receiving bid data from at least one bidder;

determining, using a processor, whether at least one other bidder meets a condition for receiving the market feedback; and

providing market feedback to the at least one other bidder ~~that meets a condition for receiving the market feedback,~~;

wherein the market feedback includes at least a portion of the bid data received from the at least one bidder.

34. (Previously presented) The method of claim 33, wherein the condition for receiving the market feedback includes submitting a bid.

35. (Previously presented) The method of claim 33, wherein the condition for receiving the market feedback includes submitting a bid that is better than at least one other bid.

36. (Previously presented) The method of claim 33, wherein the condition for receiving the market feedback includes submitting a bid that is better than a historic price.

37. (Previously presented) The method of claim 33, wherein the condition for receiving the market feedback includes submitting a bid that is better than a reserve price.

38. (Previously presented) The method of claim 33, wherein the market feedback is differential market feedback.

39. (Previously presented) The method of claim 33, wherein the market feedback is full market feedback.

40. (Currently amended) A method of promoting bidding in an online auction comprising:

receiving bid data from a plurality of bidders;

determining, using a processor, a market position for each of the plurality of bidders; and

providing market feedback to a selected bidder based upon the market position of the selected bidder.

41. (Previously presented) The method of claim 40, wherein said determining market position comprises ranking each of the plurality of bidders.

42. (Previously presented) The method of claim 41, wherein said ranking includes comparing the bid data from each bidder of the plurality of bidders to bid data from each other bidder of the plurality of bidders.

43. (Previously presented) The method of claim 41, wherein said ranking includes comparing the bid data from each of the plurality of bidders to a reference point.

44. (Previously presented) The method of claim 43, wherein the reference point is a fixed reference point.

45. (Previously presented) The method of claim 43, wherein the reference point is a fluctuating reference point.

46. (Previously presented) The method of claim 40, wherein the market feedback comprises bid data from all of the plurality of bidders.

47. (Previously presented) The method of claim 40, wherein the market feedback comprises bid data from less than all of the plurality of bidders.

48. (Previously presented) The method of claim 40, wherein the market feedback provided to the selected bidder includes bid data from each of the plurality of bidders having a market position lower than the selected bidder.

49. (Previously presented) The method of claim 40, wherein the market feedback provided to the selected bidder includes bid data from a second bidder having a market position superior to the selected bidder.

50. (Previously presented) The method of claim 49, wherein the market feedback provided to the selected bidder includes bid data from a second bidder having a market position immediately superior to the selected bidder.

51. (Currently amended) A system for providing market feedback in an online auction, the system comprising:

~~a plurality of client processors;~~

a bid server configured to: [[for]]

_____receive[[ing]] a bid[[s]], respectively, from each ~~of the plurality of~~ client processor[[s]] included in a plurality of client processors;

_____determine which of the received bids is valid; and

_____provide[[ing]] market feedback to one or more selected client processors from which the bid server received a valid bid; and

a communication server coupling each of the plurality of client processors to the bid server.

52. (Previously presented) The system of claim 51, wherein the valid bid has a value better than a fixed value.

53. (Previously presented) The system according to claim 51, wherein the valid bid has a value that is better than a value of a bid received from at least one other client processor.

54. (Previously presented) The system according to claim 51, wherein the market feedback includes bids received from all of the plurality of client processors.

55. (Previously presented) The system according to claim 51, wherein the market feedback includes bids received from less than all of the plurality of client processors.

56. (Previously presented) The system according to claim 51, further comprising ranking each of the plurality of client processors, and said providing market feedback to the selected client processor further comprising providing bid data received from a second client processor having a rank superior to the rank of the selected client processor.

57. (Previously presented) The system according to claim 56, wherein the second client processor has a rank that is immediate superior to the rank of the selected client processor.

58. (Previously presented) The system according to claim 51, wherein at least one of the plurality of client processors further comprises a computer readable medium having instructions stored thereon, which when executed by the at least one client processor, causes the at least one client processor to provide a user selectable facility, which upon selection by a user, causes a suggested bid value that surpasses at least one bid received from at least one other client processor to be conveyed to an output device coupled to the at least one client processor.

59. (Previously presented) The system according to claim 58, wherein the user selectable facility further compresses a user selectable element conveyed by the output device for submitting the suggested bid value from the at least one client processor to the bid server operating in the online auction.